

Rep Order# 6856068 Ver# 1 Status New
EC'd No

Traffic Order# 208304
Printed: 09/25/2012 8:13 AM
Last Received: 09/25/2012 8:02 AM
Showing Buylines: All Lines

1 of 3

Station WOTV-TV GRAND RAPIDS/KALAMAZ
Advertiser () PESTKA FOR CONGRESS
Product PESTKA FOR CONGRESS
Estimate# 2373
Buyer Nathaniel Kronisch
Phone#
Fax#

Agency () BUYING TIME
650 MASSACHUSETTS AVE, N.W., SUITE 210
WASHINGTON, DC 20001
Agency C/P1/P2/E 363/365/2373
Flight Dates 10/03/2012 - 10/10/2012
Hiatus Weeks
Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW POL ORDER
TOTAL = \$1280
PLS CONFIRM, THANKS IAN FOR KELLY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	6A-7A	NEWS 8 DAYBREAK	:30	\$30.00	10/03-10/03	1	1	1	\$30.00	
	2	TH	6A-7A	NEWS 8 DAYBREAK	:30	\$30.00	10/04-10/04	1	1	1	\$30.00	
	3	F	6A-7A	NEWS 8 DAYBREAK	:30	\$30.00	10/05-10/05	1	1	1	\$30.00	
	4	M	6A-7A	NEWS 8 DAYBREAK	:30	\$30.00	10/08-10/08	1	1	1	\$30.00	
	5	TU	6A-7A	NEWS 8 DAYBREAK	:30	\$30.00	10/09-10/09	1	1	1	\$30.00	
	6	W	6A-7A	NEWS 8 DAYBREAK	:30	\$30.00	10/10-10/10	1	1	1	\$30.00	
	7	W	7A-9A	GMA	:30	\$50.00	10/03-10/03	1	1	1	\$50.00	
	8	TH	7A-9A	GMA	:30	\$50.00	10/04-10/04	1	1	1	\$50.00	
	9	F	7A-9A	GMA	:30	\$50.00	10/05-10/05	1	1	1	\$50.00	
	10	M	7A-9A	GMA	:30	\$50.00	10/08-10/08	1	1	1	\$50.00	
	11	TU	7A-9A	GMA	:30	\$50.00	10/09-10/09	1	1	1	\$50.00	
	12	W	7A-9A	GMA	:30	\$50.00	10/10-10/10	1	1	1	\$50.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	13	W	4P-5P	THE DOCTORS	:30	\$25.00	10/03-10/03	1	1	1	\$25.00	
	14	M	4P-5P	THE DOCTORS	:30	\$25.00	10/08-10/08	1	1	1	\$25.00	
	15	TU	4P-5P	THE DOCTORS	:30	\$25.00	10/09-10/09	1	1	1	\$25.00	
	16	W	4P-5P	THE DOCTORS	:30	\$25.00	10/10-10/10	1	1	1	\$25.00	
	17	W	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	10/03-10/03	1	1	1	\$75.00	
	18	TH	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	10/04-10/04	1	1	1	\$75.00	
	19	F	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	10/05-10/05	1	1	1	\$75.00	
	20	M	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	10/08-10/08	1	1	1	\$75.00	
	21	TU	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	10/09-10/09	1	1	1	\$75.00	
	22	W	6P-630P	NEWS 8 AT 6PM	:30	\$75.00	10/10-10/10	1	1	1	\$75.00	
	23	SA	8A-9A	GOOD MORNING AMERICA	:30	\$50.00	10/06-10/06	1	1	1	\$50.00	
	24	SA	6P-630P	SATURDAY 6P NEWS	:30	\$50.00	10/06-10/06	1	1	1	\$50.00	
	25	W	11A-12P	THE VIEW	:30	\$50.00	10/03-10/03	1	1	1	\$50.00	
	26	F	11A-12P	THE VIEW	:30	\$50.00	10/05-10/05	1	1	1	\$50.00	
	27	W	11A-12P	THE VIEW	:30	\$50.00	10/10-10/10	1	1	1	\$50.00	

NA Football

offer medical 10/12/10 2x 100

4 W-F

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---REPORT TOTALS---

Report Totals: 27 / \$1,280.00

---SALES MONTHLY TOTALS---

Oct 12: 27 / \$1,280.00
Sales Totals: 27 / \$1,280.00
Station Totals: 27 / \$1,280.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$126,733

CATV	0%	WOOD	38%	MOTV	1%
WXSP	0%	WZPX	0%	WZZM	15%

WMMT	36%	WXMI	7%
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Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE